



**Minutes of the Meeting of the
Wisconsin Women's Council – September 11, 2013
State Capitol, Room 328 NW, Madison, WI**

Board Members Present: Mary Jo Baas (Chair), Nicky Bowman, Representative Mary Czaja, Senator Dave Hansen, Karen Katz, Carrie Richard, Senator Jennifer Schilling, Jessie Nicholson. Not Present: Patty Cadorin, Michelle Mettner, Kim Nickel, Heather Smith, and Representative Sandy Pasch. A quorum of Board members was present.

Others present: Christine Lidbury, Executive Director; Dr. Timothy Smeeding, Institute for Research on Poverty, UW-Madison (speaker); Kara Pennoyer (Office of Senator Shilling); and Charles Schultz (Office of Senator Hansen).

Welcome and Introductions. New member Representative Mary Czaja was welcomed to the Women's Council Board.

The Board took a minute of silence in remembrance of the events of September 11, 2001. Christine relayed her personal story of being in Manhattan on that morning.

Speaker and Presentation: Dr. Timothy Smeeding, Director of the Institute for Research on Poverty (IRP) at the UW-Madison, gave a presentation on measuring poverty in Wisconsin and the IRP's alternative poverty measure.

- The way to end poverty is a job. This is very difficult in the current economy and even more difficult to get a job without an education. With limited jobs, safety net programs help Wisconsin residents stay above the poverty line – particularly single-mother households. In response to a question about the success Wisconsin programs such as RISE, Dr. Smeeding noted that career academies work very well, but employers need to be in the game. This has been an issue for Wisconsin.
- Traditional poverty measures only account for earned income and do not factor in poverty reducing benefits that may be received. The safety net works well in Wisconsin, though existing programs such as SNAP and EITC are being underutilized.
- Many poverty fighting programs come from the federal government, but that states play a key role in ensuring people know about them and get signed up. Important outreach especially to single mothers.

- The Institute developed the Wisconsin Poverty Measure with the goal of providing a more accurate and timely assessment of which people and families are poor, and of the influence of public policies on poverty, than is provided by the official, national poverty measure. IRP publishes an annual Wisconsin Poverty Report.
- The official (Federal) poverty measure does not include noncash benefits and tax credits, uses an outdated (and substantially lower) poverty threshold based on a pattern of consumption in the 1960s, omits expenses such as child care and health care costs, and does not adjust for geographic differences in the cost of living.
- IRP is a national leader in developing the model for the Wisconsin Poverty Measure as an alternative poverty measure and in studying the effects of policy on poverty.
- Resource: "A consumer's guide to interpreting various U.S. poverty measures" (U.S. Census Bureau and IRP)

WWC Project Updates

Trailblazer Awards – Nominations are being taken through October for the 2014 Awards program. Awards will be announced in January and a program held in spring (date pending scheduling with the Governor's Office).

Financial Literacy Brochure – The "Financial Tips for Women" brochure has been very successful. Nearly 9,000 brochures have been distributed (by request) to non-profit, government and educational organizations. CAP Services requested 2,500 brochures, which were co-branded with the CAP logo and contact information, to distribute at their locations across the state. . Individual and bulk copies are available for free from the Women's Council.

Financial Literacy Checklist Project – The internet design work for the checklists has been completed by the WI Dept. of Administration. Christine is creating individual checklists to add into the system, working with the Council's Financial Literacy Working Group. The working group is meeting directly following this board meeting.

30th Anniversary Event. An evening reception has been scheduled for November 6, 2013 at Coast Restaurant in Milwaukee. Coast is donating the facility and limited bar (beer/wine/soft drinks). The Council will contract with Coast for catering. Thanks were expressed to Kris Martinsek for securing Coast Restaurant for the event and to Zilly Hospitality Group for their generous offer. 30th Anniv. Planning Committee: Mary Jo Baas, Karen Katz, Christine Lidbury, Eileen Mershart and Kris Martinsek.

General Board Discussion

Christine revisited on the results of Board Prioritizing Exercise at June meeting. Six board members voted in this exercise. The board discussed how ways to incorporate sharing status of women information, including making use of social media. It was suggested the board have a speaker at a future meeting on using social media.

The Status of Women Fast Fact Sheets was ranked as the top priority for five of the six board members present to vote. Both Trafficking and the Trailblazer Awards were also ranked as high priorities, in both cases two board members ranked the topics second and two ranked them third.

In the current meeting, members suggested adding financial topics (linked to financial literacy), as well as loan debt to fact sheet topics. It was suggested the Council put out one fact sheet per month.

The Financial Literacy Checklist also received multiple votes with one board member ranking it as the highest priority, while one ranked it as the second and two the third priority of the Council. The Partners in Open Government Project ranked as the second priority by two board members and third by one board member. Other topics mentioned were starting a WWC twitter account and blog. In the current meeting, members expressed interest in a statewide financial literacy campaign. Christine will explore this option. Board members also talked about developing resources around financial literacy and business ownership. Christine noted that WWBIC already provides this resource and does it very well. Also, the Council is a partner in the Wisconsin Saves initiative with is coordinated by WWBIC.

SUMMARY. Six members were present for voting. Members were asked to pick (1) top priority and were not limited for second and third priorities. Some votes included notes or suggestions, as provided below.

	First	Second (notes)	Third (notes)
Fast Facts	5	0	1 (status of girls)
Financial Checklist	1	1	3 (access to business capital)
Financial Brochures	0	0	0
Web Icon Collaboration	0	2	3 (good PR & catchy name)
Trailblazer Awards	0	2	2
Women & Girls Lead	0	0	0
Human Trafficking	0	2 (multi-jurisdictional)	2 (safe havens/houses)
Other Topics		1 (barriers to employment) 1 (aging) 1 (media outreach)	1 (Twitter account)

Other Business

Approval of the minutes of 6/10/13 will be postponed until the next board meeting.

Board Meeting Schedule

The issue of revising the Council's standing date for board meeting was revisited. It was decided to wait until the next meeting or a meeting when more members might be present. The 30th Anniversary Event will take the place of the November 2013 board meeting.

Motion to Adjourn

Moved by Karen Katz, seconded by Senator Jennifer Shilling.

Respectfully submitted,
Christine Lidbury